




HOW FAIR IS FAIRTRADE?


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I. DEFINITION OF FAIRTRADE: (Stéphanie)

- Fair trade has existed for 40 years
- It's about **creating a better world**
- The FINE give a exact definition : Fair Trade is a **trading partnership**, based on dialogue, transparency and respect, that seeks **greater equity in international trade**. It **contributes to** sustainable development by offering **better trading conditions** to, and **securing the rights of** **marginalized** producers and workers especially in the South.
- Fairtrade is trade, **not aid or charity** but it helps the development.



SECTORS (Stéphanie)

- The main sectors are Bananas, cocoa, coffee, cotton, flower, fresh fruit, honey, juice, rice, spice and herbs, sport balls, tea, wine

CRITERIAS

- Economic, social and environmental guarantees
- Work on a human scale
- Quality of products

LABELLING (Stéphanie)

- The labelling system is not clear. There are **not legal rules** but **informal ones**.
- Many fairtrade labels exist, each label is linked on a **approval institution**. These institutions check stages in the production **process are in accordance with the fairtrade principles**.
- We differentiate **3 kind of guarantee** in fairtrade :
 - Product guarantees
 - Organisation guarantees
 - Path guarantees

3 INTERNATIONAL LABELS: (Stéphanie)



In France, Max Havelaar has a leading position, the logo are on **the majority** of fairtrade product.

SOME LABELS IN FRANCE (Stéphanie)



PRINCIPLES (Julie)

- *Create Opportunities for Economically and Socially Marginalized Producers*
- *Develop Transparent and Accountable Relationships*
- *Build Capacity and Support Safe and Empowering Working Conditions*
- *Promote Fair Trade*
- *Pay Promptly and Fairly*
- *Ensure the Rights of Children*
- *Environnementally sustained practice*
- *Respect Cultural Identity*

II. FAIRTRADE LIMITS (Julie)

- Multiplication of Fair Trade Certifications: some of them are not reliable.
- Fair Trade products are supposed to be sold at the same price as normal products but very often it is not the case: they are more expensive.

II. FAIRTRADE LIMITS (Julie)

- Fair Trade can be considered as a mean to gain new market shares
- It is also used by some firms to improve their image
- It is a problem for developing countries: they devote a large part of their farming to Fair Trade disregarding subsistence farming

III. FAIRTRADE IS NOT THE SOLUTION (Déborah)

- To give higher **wages to farmers** (what is the principal concern today) is not the solution.
- We have to favour the **development of a real market** rather than a small-scale fair trade.
- Farmers must be able to sell their products on the **open global market** rather than being sectioned off in the fair trade market.

III. FAIRTRADE IS NOT THE SOLUTION (Déborah)

- The movement does not focus enough on **developing modern agricultural methods**, which is what farmers in the developing world need.
- The main concern today is the increasing farmers' wages by small amounts rather than a **really transformation** of poor communities thanks to **development, modernization and industrialization**

III. FAIRTRADE IS NOT THE SOLUTION (Déborah)

- Farmers' dependence of the third world against the rich countries
- Fairtrade is more about "**flattering Western consumers**" than **transforming the lives of Third World farmers**.

CONCLUSION (Johann)

- There is an awakening of the consumers who want to be an actor of their consupcion.
- Companies take over this sensitive concept.
- Masses retailing market launch too in the Fairtrade.
- Fairtrade is an extraordinary idea caught up by Marketing.

- What do you think about Fairtrade?
- Do you buy Fairtrade products ?
